

What is claimed is:

1. A network-based sales system comprising:
a merchant computer sending an order of a product;
a defining unit; and
5 a distribution managing computer, wherein said defining unit defines a bar code of said product in response to said order, and notifies said distribution managing computer of said bar code, and wherein
10 said distribution managing computer manages distribution of said product based on said bar code.
2. A network-based sales system comprising:
a merchant computer sending an order of a product;
a defining unit; and
5 a production managing computer, wherein said defining unit defines a bar code of said product in response to said order, and notifies said production managing computer of said bar code, and wherein
10 said production managing computer manages production of said product based on said bar code.
3. The network-based sales system comprising:

a merchant computer sending an order of a product;

a defining unit; and

5 an EDP (Electronic Data Processing) system, wherein said defining unit defines a bar code of said product in response to said order, and notifies said EDP system of said bar code, and said EDP system manages stock of a merchant based
10 on said bar code.

4. A network-based sales system comprising:
a merchant computer sending an order of a product;

a defining unit;

5 a formal product master database to which registered bar codes for formally-registered products are registered, wherein said defining unit accesses said formal product master database in response to said order to see if a product bar
10 code for said product is registered as one of said registered bar codes, and defines said product bar code of said product to register said product bar code into said formal product master database as one of said registered bar codes when
15 said product bar code for said product is not registered as one of said registered bar codes.

5. The network-based sales system according to claim 4, further comprising a distribution managing computer, wherein said defining unit notifies said distribution managing computer of
5 said product bar code, and said distribution managing computer manages distribution of said product based on said product bar code.

6. The network-based sales system according to claim 4, further comprising a production managing computer, wherein said defining unit notifies
5 said production managing computer of said production bar code, and said production managing computer manages production of said product based on said product bar code.

7. The network-based sales system according to claim 4, further comprising an EDP system, wherein said defining unit notifies said EDP system of said product bar code, and said EDP system
5 manages stock of a merchant based on said product bar code.

8. The network-based sales system according to claim 4, further comprising:

a tentative product master database having tentative product data concerning tentatively-

5 registered products, wherein said defining unit
extracts formal product data concerning said
product from said tentative product master
database to register said formal product data to
said formal product master database when said
10 product is registered as one of said tentatively-
registered products.

9. The network-based sales system according to
claim 8, wherein said tentative product data
comprises prices of said tentatively-registered
products, and said formal product data comprises
5 a price of said product.

10. The network-based sales system according to
claim 8, further comprising a distribution
managing computer, wherein said defining unit
notifies said distribution managing computer of
5 said product bar code and said formal product
data, and said distribution managing computer
manages distribution of said product based on
said product bar code and said formal product
data.

11. The network-based sales system according to
claim 8, further comprising a production managing
computer, wherein said defining unit notifies

said production managing computer of said
5 production bar code and said formal product data,
and said production managing computer manages
production of said product based on said product
bar code and said formal product data.

12. The network-based sales system according to
claim 8, further comprising an EDP system,
wherein said defining notifies said EDP system of
said product bar code and said formal product
5 data, and said EDP system manages stock of a
merchant based on said product bar code and said
formal product data.

13. A network-based bar code defining system
comprising:

an order receiving unit receiving an order
of a product through a computer network;
5 a defining unit defining a bar code of said
product in response to said order.

14. A network-based sales method comprising:
sending an order of a product through a
computer network;
defining a bar code of said product in
5 response to said order; and
managing distribution of said product based

on said bar code.

15. A network-based sales method comprising:
sending an order of a product through a
computer network;
defining a bar code of said product in
5 response to said order; and
managing production of said product based
on said bar code.
16. A network-based sales method comprising:
sending an order of a product through a
computer network;
defining a bar code of said product in
5 response to said order; and
managing stock of a merchant based on said
bar code.

17. A network-based sales method comprising:
providing a formal product master database
to which registered bar codes for formally-
registered products are registered;
5 sending an order of a product;
accessing said formal product master
database in response to said order to see if a
product bar code for said product is registered
as one of said registered bar codes;

10 defining said product bar code of said
product to register said product bar code into
said formal product master database as one of
said registered bar codes when said product bar
code for said product is not registered as one of
15 said registered bar codes.

18. A network-based method of defining a bar code of a product, comprising:

receiving an order of a product through a
computer network;

5 defining a bar code of said product in
response to said order.